

EyeforTravel – Revenue Management and Pricing in Travel Asia 2007

How to recruit, train and retain Revenue
Management talent

Stefan Wolf, Director of Revenue Management
Shangri-La Hotels and Resorts

Identify the right talent



- Determine your needs
- Assess your pool
- Interview candidates



The right training approach



- Evaluate the strength and weakness of your Revenue Managers
- Design a training program according to their needs
- Monitor individual success using SMART goals

Talent Retention



- Money is NOT the key factor
- Identify your Revenue Managers goals
- Help building a career path

Revenue Management Culture



Revenue Management will continue to evolve, so it is important that your organization from the Senior Corporate Officer to the property Marketing Analyst evolves with it.



Thank You